

Request for Council Action

Originator Community Services	Item Golf Course Consultant Reports
Agenda Section Organizational Business – Study Item	Date 9/19/2016
Description	

In February 2016, the City Council directed staff to contract with an outside consultant to evaluate the current operations of the City's two golf courses, Dwan Golf Club and Hyland Greens Golf and Learning Center.

Following a request for proposals process, the City hired National Golf Foundation, Inc., to conduct a comprehensive evaluation of the City's golf operations and recommend courses of actions with the objective of ensuring future viability and profitability. The scope of work for this evaluation included:

- Market analysis
- Fee analysis
- Financial analysis
- Current and future economic/trend analysis
- Marketing analysis

Richard Singer, Director of Consulting Services for National Golf Foundation Consulting, Inc., will provide an overview of the firm's evaluation of Dwan and Hyland Greens. He will also review recommendations for operational, marketing, capital investment and budgeting enhancements at both golf courses.

In addition to the golf course study, the City Council requested an evaluation of market data relative to the eastern portion of Hyland Greens where the former driving range was located. Patchin, Messner, Dodd and Brumm has prepared a report on the feasibility of marketing the easterly 10.5 acres of the property for sale to provide guidance to the City.

Item created by: Diann Kirby, Community Services Director
Presenters: Diann Kirby, Community Services Director
Richard Singer, Director of Consulting Services, NGF Consulting, Inc.
Matt Gersemehl, City Assessor

Item created by:
Presenter:

Requested Action

Information and discussion.

Attachments:

Bloomington Golf Course Report - National Golf Foundation Consulting, Inc.
Bloomington Golf Course Report Presentation - National Golf Foundation Consulting, Inc.